

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ **FEDERAL CANDIDATE**☒ **STATE/LOCAL CANDIDATE**

**To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b> <u>WGNO TV Metairie, LA</u>	<b>Date:</b> <u>9/10/14</u>
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I, Ray Sutherland,  
 being/on behalf of: Roy Burns,  
 a legally qualified candidate of the 22<sup>nd</sup> Judicial District Attorney  
 political party for the office of: Republican  
 in the primary  
 election to be held on: Nov. 4<sup>th</sup> 2014

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
see attached schedule					

**Attach proposed schedule with charges (if available):**

I represent that the payment for the above described broadcast time has been furnished by:

James Hartman

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Adam Eversole

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

***To Be Signed By Candidate or Authorized Committee***

9/10/14

Date

[Signature]

Signature

***To Be Signed By Station Representative***

☒ Accepted

☐ Accepted in Part

☐ Rejected

[Signature]

Signature

Tracy D. HIGLE

Printed Name

LSM

Title



Proposal ID: 8102  
 Schedule Date: 9/11/2014 - 11/4/2014  
 Agency: JAMES HARTMAN & ASSOC. LLC  
 Spot Length(s): :30  
 Book: 3rd Quarter 2014 (WGNO) (sell)  
 Author: Myra O'Neal

Acct. Exec: Myra O'Neal  
 Phone #: 504-569-0937  
 FAX #: 504-569-0951  
 Email: myoneal@wgno.com  
 Web Site: www.wgno.com

Rates listed are valid for 10 Days. Programming and Rates are subject to change without notice.

Flight Dates: 9/11/2014-11/4/2014

Program Time	Spot Length	SE 11	SE 15	SE 22	SE 29	OC 6	OC 13	OC 20	OC 27	NO 3	DMA P25-54 RTG	DMA P25-54 (000)	Wk s	Rate Spots
<b>WGNO</b>														
Good Morning New Orleans	:30	2	2	2	2	2	2	2	2	2	p0.3	p1.7	9	\$30.00
GRPs/Impressions											5.4	30.6		18
Mo-Fr 5:00a-7:00a														
ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF GD MRN N.O. 5A, GD MRN N.O. 6A Mo-Fr 5:00a-7:00a IN Jul/2013LP ON WGNO.														
Good Morning America	:30	1	1	--	--	--	--	--	--	--	p0.6	p4.0	2	\$55.00
GRPs/Impressions											1.2	8		2
Mo-Fr 7:00a-9:00a														
ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF GD MRN AMR-ABC Mo-Fr 7:00a-9:00a IN Jul/2013LP ON WGNO.														
Good Morning America	:30	--	--	2	2	2	2	2	2	2	p0.6	p4.0	7	\$60.00
GRPs/Impressions											8.4	56		14
Mo-Fr 7:00a-9:00a														
ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF GD MRN AMR-ABC Mo-Fr 7:00a-9:00a IN Jul/2013LP ON WGNO.														
NEWS WITH A TWIST 6 PM	:30	1	1	--	--	--	--	--	--	--	p0.7	p4.6	2	\$90.00
GRPs/Impressions											1.4	9.2		2
Mo-Fr 6:00p-6:30p														
ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF NEWS-TWIST 6PM Mo-Fr 6:00p-6:30p IN Jul/2013LP ON WGNO.														
NEWS WITH A TWIST 6 PM	:30	--	--	1	1	1	1	1	1	1	p0.7	p4.6	7	\$100.00
GRPs/Impressions											4.9	32.2		7
Mo-Fr 6:00p-6:30p														
ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF NEWS-TWIST 6PM Mo-Fr 6:00p-6:30p IN Jul/2013LP ON WGNO.														
WGNO News @ 10p	:30	--	--	--	--	1	1	1	1	1	p0.8	p5.2	5	\$150.00
GRPs/Impressions											4	26		5
Mo-Fr 10:00p-10:35p														
ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF WGNO NEWS-10P Mo-Fr 10:00p-10:35p IN Jul/2013LP ON WGNO.														
<b>WGNO Totals</b>		4	4	5	5	6	6	6	6	6				
											<b>GRP/(000)</b>	25.3	162.0	
													<b>\$3,120.00</b>	<b>Spts: 48</b>

Total Cost:

\$3,120.00

Net Cost:

\$2,652.00

Signature \_\_\_\_\_

#### General Summary ( DMA P25-54 D.RTG )

Name	Spots	Cost	Imp(000)	Reach	Freq
WGNO	48	\$3,120.00	162.0	9.3	2.7

**ORDER**

**Orders**  
**Order / Rev:** 614115  
**Alt Order #:**  
**Product Desc:** Primary  
**Estimate:**  
**Flight Dates:** 09/11/14 - 09/28/14  
**Original Date / Rev:** 09/10/14 / 09/10/14  
**Order Type:** GENERAL

**WGNO-TV**  
**Primary AE:** Myra O'Neal  
**Sales Office:** L-GNO  
**Sales Region:** Local

**Agency**  
**Name:** James Hartman & Assoc. LLC  
**Buying Contact:**  
**Billing Contact:**  
 2800 Veterans Blvd.  
 Metairie, LA 70002

**Billing Type:** Cash  
**Billing Calendar:** Calendar  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Roy Burns/Rep/DA  
**Demographic:** A25-54  
**Product Codes:** PL4  
**Priority:** 01  
**Revenue Codes:** AGY, POL, CAND

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/01/14	09/26/14	13	\$690.00	\$586.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2014	13	\$690.00	\$586.50	6.30
<b>Totals</b>	<b>13</b>	<b>\$690.00</b>	<b>\$586.50</b>	<b>6.30</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Myra O'Neal	L-GNO	Local	Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	26	09/11/14	09/28/14	M-F 5-7a M-F 5-7a	CM	5-7a	MTWTF--	:30	2	\$30.00	01	0.30	NM	6	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/08/14	09/14/14	---TF--					2	\$30.00		0.30			
		Week: 09/15/14	09/21/14	MTWTF--					2	\$30.00		0.30			
		Week: 09/22/14	09/28/14	MTWTF--					2	\$30.00		0.30			
N 2	26	09/11/14	09/28/14	GMA GMA	CM	7-9a	MTWTF--	:30	1	\$55.00	01	0.60	NM	2	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/08/14	09/14/14	---TF--					1	\$55.00		0.60			
		Week: 09/15/14	09/21/14	MTWTF--					1	\$55.00		0.60			
		Week: 09/22/14	09/28/14	-----					0	\$55.00		0.60			
N 3	26	09/22/14	09/28/14	GMA GMA	CM	7-9a	MTWTF--	:30	2	\$60.00	01	0.60	NM	2	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/22/14	09/28/14	MTWTF--					2	\$60.00		0.60			
N 4	26	09/11/14	09/28/14	M-F 6-630p M-F 6-630p	CM	6-630p	MTWTF--	:30	1	\$90.00	01	0.70	NM	2	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/08/14	09/14/14	---TF--					1	\$90.00		0.70			
		Week: 09/15/14	09/21/14	MTWTF--					1	\$90.00		0.70			
		Week: 09/22/14	09/28/14	-----					0	\$90.00		0.70			
N 5	26	09/11/14	09/28/14	M-F 6-630p M-F 6-630p	CM	6-630p	MTWTF--	:30	1	\$100.00	01	0.70	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

Order / Rev: 614115  
 Alt Order #:  
 Flight Dates: 09/11/14 - 09/28/14

Advertiser: Roy Burns/Rep/DA  
 Product Desc: Primary  
 Estimate:

WGNO-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 5	26	09/11/14	09/28/14	M-F 6-630p	CM	6-630p	MTWTF--	:30	1	\$100.0001		0.70	NM	1	\$100.00
				M-F 6-630p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/08/14	09/14/14	-----		0			\$100.00			0.70			
		Week: 09/15/14	09/21/14	-----		0			\$100.00			0.70			
		Week: 09/22/14	09/28/14	MTWTF--		1			\$100.00			0.70			
													Totals	13	\$690.00

## ORDER



**Orders**  
**Order / Rev:** 3027  
**Alt Order #:**  
**Product Desc:** Primary  
**Estimate:**  
**Flight Dates:** 09/29/14 - 11/03/14  
**Original Date / Rev:** 09/11/14 / 09/11/14  
**Order Type:** GENERAL

**WGNO-TV**  
**Primary AE:** Myra O'Neal  
**Sales Office:** LOCAL  
**Sales Region:** Local

**Agency**  
**Name:** James Hartman & Assoc. LLC  
**Buying Contact:**  
**Billing Contact:**  
 2800 Veterans Blvd.  
 Metairie, LA 70002

**Billing Type:** Cash  
**Billing Calendar:** Calendar  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Roy Burns/Rep/DA  
**Demographic:** A25-54  
**Product Codes:** PL1.d.ii  
**Priority:** 3  
**Revenue Codes:** Agency, Political, Political-Non-PAC

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/01/14	09/30/14	3	\$190.00	\$161.50
10/01/14	10/31/14	26	\$1,810.00	\$1,538.50
11/01/14	11/03/14	6	\$430.00	\$365.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2014	3	\$190.00	\$161.50	1.60
October 2014	26	\$1,810.00	\$1,538.50	14.10
November 2014	6	\$430.00	\$365.50	3.30
<b>Totals</b>	<b>35</b>	<b>\$2,430.00</b>	<b>\$2,065.50</b>	<b>19.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Myra O'Neal			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	26	09/29/14	11/03/14	M-F 5a-7a	CM	5a-7a	MTWTF--	:30	2	\$30.003		0.30	NM	12	\$360.00
Good Morning New Orleans															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/29/14	10/05/14	MTWTF--					2	\$30.00		0.30			
Week:		10/06/14	10/12/14	MTWTF--					2	\$30.00		0.30			
Week:		10/13/14	10/19/14	MTWTF--					2	\$30.00		0.30			
Week:		10/20/14	10/26/14	MTWTF--					2	\$30.00		0.30			
Week:		10/27/14	11/02/14	MTWTF--					2	\$30.00		0.30			
Week:		11/03/14	11/09/14	M-----					2	\$30.00		0.30			
N 2	26	09/29/14	11/03/14	M-F 7a-9a	CM	7a-9a	MTWTF--	:30	2	\$60.003		0.60	NM	12	\$720.00
M-F 7a-9a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/29/14	10/05/14	MTWTF--					2	\$60.00		0.60			
Week:		10/06/14	10/12/14	MTWTF--					2	\$60.00		0.60			
Week:		10/13/14	10/19/14	MTWTF--					2	\$60.00		0.60			
Week:		10/20/14	10/26/14	MTWTF--					2	\$60.00		0.60			
Week:		10/27/14	11/02/14	MTWTF--					2	\$60.00		0.60			
Week:		11/03/14	11/09/14	M-----					2	\$60.00		0.60			
N 3	26	09/29/14	11/03/14	M-F 6p-630p	CM	6p-630p	MTWTF--	:30	1	\$100.003		0.70	NM	6	\$600.00
News With A Twist 6p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/29/14	10/05/14	MTWTF--					1	\$100.00		0.70			
Week:		10/06/14	10/12/14	MTWTF--					1	\$100.00		0.70			
Week:		10/13/14	10/19/14	MTWTF--					1	\$100.00		0.70			

Order / Rev: 3027  
 Alt Order #:  
 Flight Dates: 09/29/14 - 11/03/14

Advertiser: Roy Burns/Rep/DA  
 Product Desc: Primary  
 Estimate:

WGNO-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	26	09/29/14	11/03/14	M-F 6p-630p News With A Twist 6p	CM	6p-630p	MTWTF--	:30	1	\$100.003		0.70	NM	6	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/20/14	10/26/14	MTWTF--		1			\$100.00			0.70			
		Week: 10/27/14	11/02/14	MTWTF--		1			\$100.00			0.70			
		Week: 11/03/14	11/09/14	M-----		1			\$100.00			0.70			
N 4	26	09/29/14	11/03/14	M-F 10p-1035p WGNO News @ 10p	CM	10p-1035p	MTWTF--	:30	1	\$150.003		0.80	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/29/14	10/05/14	-----		0			\$0.00			0.00			
		Week: 10/06/14	10/12/14	MTWTF--		1			\$150.00			0.80			
		Week: 10/13/14	10/19/14	MTWTF--		1			\$150.00			0.80			
		Week: 10/20/14	10/26/14	MTWTF--		1			\$150.00			0.80			
		Week: 10/27/14	11/02/14	MTWTF--		1			\$150.00			0.80			
		Week: 11/03/14	11/09/14	M-----		1			\$150.00			0.80			
													Totals	35	\$2,430.00